

West Lafayette Farmers Market Receives USDA Grant

West Lafayette, IN- October 2, 2014- West Lafayette has received \$26,716 in federal money to better promote the West Lafayette Farmers Market and help expand its reach.

The money, one of only two grants awarded to markets in Indiana, will be used to bolster marketing efforts. The United States Department of Agriculture (USDA) awarded over \$27 million in competitive grants to expand marketing through the new Local Food Marketing Promotion Program and the Farmers Market Promotion Program (FMPP). The FMPP makes annual investments in marketing and promotion activities for farmers markets, Community Supported Agriculture and other direct producer-to-consumer outlets for local food.

“These Farmers Market and Local Food Promotion Program grants provide farmers and ranchers around the country with tools to reach consumers, strengthen ties between urban and rural communities, and help meet the growing demand for locally and regionally produced food,” said Agricultural Marketing Service’s Administrator Anne Alonzo.

“The West Lafayette Farmers Market is an important way to provide healthy food choices to our residents,” said Mayor John Dennis. “We are pleased to receive these funds to help us reach a larger audience, including low-income residents.”

This is the second time the West Lafayette Farmers Market has been awarded grant money from the FMPP.

The market is open from 4-7 PM each Wednesday through October 29 in Cumberland Park on North Salisbury, with an additional market the day before Thanksgiving, November 26, from 3-5 PM. The market will resume again on May 6, 2015 and continue through the following October.

Events will be posted at westlafayette.in.gov/farmersmarket and the West Lafayette Farmers Market Facebook page.

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For questions or interview requests, contact Beverly Shaw, Member, Grants Administrator at 765-714-5618 or Mayor John Dennis at 765-775-5103.